particular data usage sponsorship campaign. In such an example, identity server 230 may determine that the data usage of user device 210 is not sponsored because the data usage of user device 210 does not meet the date range requirement of the campaign.

[0072] In some implementations, if identity server 230 determines that the data usage of user device 210 is not sponsored, identity server 230 may assign charges for the data usage of user device 210 to an account associated with user device 210. For example, the user of user device 210 may have established an account with identity server 230 for a service (e.g., a telecommunications service, an Internet service, a television service, etc.) provided by identity server 230 to user device 210. In such an example, identity server 230 may assign the charges for the data usage of user device 210 to the user's account. In some implementations, identity server 230 may generate a bill for the user's account, and the entity associated with identity server 230 may provide the bill to the user.

[0073] As further shown in FIG. 6, if the data usage is sponsored (block 630—YES), process 600 may include determining a sponsor of the data usage (block 650). For example, if identity server 230 determines that the data usage of user device 210 is sponsored, identity server 230 may determine a sponsor of the data usage of user device 210. In some implementations, identity server 230 may determine that the data usage of user device 210 is sponsored when the device identifier of user device 210 matches a device identifier provided in data structure 520, and the data usage of user device 210 meets the requirements of the other information, associated with the matching device identifier, provided in data structure 520. For example, assume that the device identifier of user device 210 is associated with a particular data usage sponsorship campaign, provided in data structure 520. Further, assume that the data usage of user device 210 occurs during a date within a date range associated with the particular data usage sponsorship campaign, and at a location within a location range associated with the particular data usage sponsorship campaign. In such an example, identity server 230 may determine that the data usage of user device 210 is sponsored because the data usage of user device 210 meets the date range requirement and the location range requirement of the campaign.

[0074] In some implementations, if identity server 230 determines that the data usage of user device 210 is sponsored, identity server 230 may identify a sponsor associated with the data usage sponsorship campaign. For example, identity server 230 may identify, in data structure 520, a particular data usage sponsorship campaign associated with the device identifier of user device 210, and may further identify, in data structure 520, a particular sponsor based on the particular data usage sponsorship campaign.

[0075] As further shown in FIG. 6, process 600 may include assigning the charges for the data usage to an account associated with the sponsor (block 660). For example, if identity server 230 determines that the data usage of user device 210 is sponsored by a sponsor, identity server 230 may assign charges for the data usage of user device 210 to an account associated with the sponsor. In some implementations, if identity server 230 determines that the data usage of user device 210 is sponsored, identity server 230 may assign charges for the data usage of user device 210 to an account associated with sponsor server 240. For example, a sponsor of sponsor server 240 may have established an account with

identity server 230 for sponsoring data usage by one or more user devices 210. In such an example, identity server 230 may assign the charges for the data usage of user device 210 to the sponsor's account. In some implementations, identity server 230 may generate a bill for the sponsor's account, and the entity associated with identity server 230 may provide the bill to the sponsor.

[0076] In some implementations, content server 220 may receive a campaign ID from identity server 230. In such implementations, the campaign ID may be associated with a data usage sponsorship campaign that sponsors data usage by user devices 210 determined by content server 220. Content server 220 may determine a particular user device 210 to which to provide the campaign ID, and may provide the campaign ID to the particular user device 210 via content generated by content server 220. In some implementations, content server 220 may authenticate the particular user device 210 before providing the campaign ID to the particular user device 210. As the particular user device 210 accesses the content from content server 220, data usage may be accrued for the particular user device 210. In some implementations, the particular user device 210 may generate information associated with the data usage, such as, for example, information identifying an amount of data usage by the particular user device 210, information identifying the content accessed by the particular user device 210, information identifying a location(s) of the particular user device 210 when the content is accessed by the particular user device 210, the campaign ID, etc. In such implementations, identity server 230 may utilize the campaign ID as a basis for sponsoring the data usage of the content by the particular user device 210.

[0077] Although FIG. 6 shows example blocks of process 600, in some implementations, process 600 may include additional blocks, fewer blocks, different blocks, or differently arranged blocks than those depicted in FIG. 6. Additionally, or alternatively, two or more of the blocks of process 600 may be performed in parallel.

[0078] FIGS. 7A-7D are diagrams of an example 700 relating to example process 600 shown in FIG. 6. In example 700, assume that a sponsor (e.g., a company) is associated with sponsor server 220, as shown in FIG. 7A. Further, assume that the company utilizes sponsor server 240 to sponsor data usage by the company's employees for particular content, as indicated by reference number 705. For example, the company may utilize sponsor server 240 to access a user interface (e.g., user interface 510, FIG. 5A), provided by identity server 230, that enables the company to create a data usage sponsorship campaign for the employees. As shown in FIG. 7A, identity server 230 may store the data usage sponsorship campaign in data structure 520. The data usage sponsorship campaign may include particular device IDs (e.g., "xxx-xxx-xxxx" and "172.16.234.1"), a date range (e.g., Jan. 1, 2014 to Jan. 2, 2014), and particular content (e.g., content received from content server 220). As further shown in FIG. 7A, identity server 230 may assign a sponsorship campaign ID 710 (e.g., "456") to the data usage sponsorship campaign, and may provide sponsorship campaign ID 710 to sponsor server 240.

[0079] Now assume that an employee of the company is associated with a user device 210 (e.g., a smart phone 210), as shown in FIG. 7B. Further, assume that the employee utilizes smart phone 210 to access content 715 provided by content server 220. For example, the employee may access a web site 720 of content server 220, and smart phone 210 may display web site 720 to the employee. As further shown in FIG. 7B,